

UTILITY PATENT APPLICATION TRANSMITTAL

Attorney Docket No.

291508005U

First Inventor or Application Identifier

Scott Eric Lipsky

Title

DYNAMICALLY TARGETING ONLINE ADVERTISING
MESSAGES TO USERS

Express-Mail Label No.

EL696996816US

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO:

Box Patent Application
Commissioner for Patents
Washington, D.C. 20231

1. ☐ Authorization for Extensions & Fee Transmittal
(Submit an original and a duplicate for fee processing)

2. ☒ Specification [Total Pages] 18
(preferred arrangement set forth below)

- Descriptive Title of the Invention
- Cross References to Related Applications
- Statement Regarding Fed sponsored R & D
- Reference to sequence listing, a table, or a computer program listing appendix
- Background of the Invention
- Brief Summary of the Invention
- Brief Description of the Drawings (if filed)
- Detailed Description
- Claim(s)
- Abstract of the Disclosure

3. ☐ Applicant claims small entity status.
See 37 CFR 1.27

4. ☒ Drawing(s) (35 USC 113) [Total Sheets] 5

5. Oath or Declaration [Total Pages]

- a. ☐ Newly executed (original or copy)
- b. ☐ Copy from a prior application (37 CFR 1.63(d))
(for continuation/divisional with Box 17 completed)
 - i. ☐ DELETION OF INVENTOR(S)
Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b)

6. ☐ Application Data Sheet. (See 37 CFR 1.76)

7. ☐ CD-Rom or CD-R in duplicate, large table or Computer Program (Appendix)

8. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)

- a. ☐ Computer-Readable Copy
- b. Specification Sequence Listing on:
 - i. ☐ CD-ROM or CD-R (2 copies); or
 - ii. ☐ paper
- c. ☐ Statements verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

- 9. ☐ Assignment Papers (cover sheet & document(s))
- 10. ☐ 37 CFR 3.73(b) Statement (when there is an assignee) ☐ Power of Attorney
- 11. ☐ English Translation Document (if applicable)
- 12. ☐ Information Disclosure Statement (IDS)/PTO-1449 ☐ Copies of IDS Citations
- 13. ☐ Preliminary Amendment
- 14. ☒ Return Receipt Postcard
- 15. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
- 16. ☐ Other: _____

17. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information below and in a preliminary amendment

☐ Continuation ☐ Divisional ☐ Continuation-In-Part (CIP) of prior Application No.: _____

Prior application information: Examiner _____ Group / Art Unit _____

For CONTINUATION or DIVISIONAL apps only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

☒ Claims the benefit of Provisional Application No. 60/166,949 filed November 22, 1999

18. CORRESPONDENCE ADDRESS

Customer Number 25096 / Barcode



25096

PATENT TRADEMARK OFFICE

Respectfully submitted,

TYPED or PRINTED NAME Steven D. Lawrenz

SIGNATURE

REGISTRATION NO. 37,376

Date 11/22/2000